(Regulation) Act, 1995 and the Cable Television Networks Rules 1994 regulates the cable TV industry. It also has sufficient provisions to safeguard the interests of consumers.

(d) and (e) The Government has declared the Telecom Regulatory Authority of India (TRAI), a regulator of broadcasting and cable services *vide* notification dated 9.1.2004. Authorised Officers are empowered to take action against erring cable operators as per the provisions of Cable Television Networks (Regulation) Act, 1995.

Revenue earnings by Prasar Bharati

1092. SHRI B.J. PANDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Prasar Bharati propose to charge private broadcasters;

(b) if so, the details thereof;

(c) the revenue earnings of Prasar Bharati during 2005-06 fiscal; and

(d) the action plan to further boost its revenues?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI). (a) and (b) Yes, Sir. Prasar Bharati has informed that AIR is charging tower rentals (including maintenance charges) for the infrastructures being offered to private broadcasters during Phase-ll FM service as follows:—

Category	Tower Rentals (Rs. in lakhs)
A+	13.20
A	8.25
B	4.25
C	3.00
D	1.75

Doordarshan has also decided to charge a carriage fee amounting to Rs. 1.00 crore per annum from private channels that are interested in becoming part of the bouquet of channels carried on its DD Direct+service.

(c) Revenue earned by AIR and Doordarshan during the year 2005-06 is as follows:

AIR	Rs. 268.83 crores
DD	Rs. 946.96 crores

(d) Under the Action Plan, AIR has introduced on line computerized booking system (Central Window Booking) at its Central Sales Unit (CSU), Mumbai, which has been linked to all its 15 Commercial Broadcasting Service (CBS) Centres for all advertisers and clients. AIR is constantly devising new programming format to suit local audiences. Local variation components of Vividh Bharati Stations are being increased to augment the listenership and attract more advertisers. AIR has also introduced 1 : 1 bonus scheme for spot booking to attract more advertisers.

As regards Doordarshan, it has taken various steps with a view to increase revenues. These are as follows:

1. To improve marketing of programmes Marketing Divisions have been operationalised at Mumbai, Chennai, Hyderabad, Delhi, Kolkata and Bangalore.
2. Development Communication Division has been established for securing business and catering to the publicity requirements of various Ministries/Govt. Deptts/PSUs.
3. Trying to fully exploit the commercial potential of various programmes including films and film based programmes.
4. Ensuring that slots on various channels do not remain vacant.
5. Computerisation of billing system of Doordarshan Commercial Services at Delhi to ensure timely preparation of bills.
6. To promote the programmes of Doordarshan and its brand image, barter arrangements for newspaper publicity.
7. To acquire quality software from various professional software houses.
8. To improve the transmission quality with digitization of signals, Cable operators have now been given the option to download signals either in Analog mode or Digital mode.
9. The commercial rate card is beign constantly reviewed and revised to bring it in tune with market practices.
10. To eliminate the large number of non-serious agencies, amount of Bank Guarantee to be submitted by accredited agencies have been increased from Rs. 3.00 lacs to Rs. 25.00 lacs.
11. Empowered committee, comprising CEO, Prasar Bharati, Member (Finance) and DG:DD have been constituted for quick decisions in commercial matters.

12. Payment behaviour is regularly mointored and action is initiated for recovery including suspension of accreditation, legal notice, arbitration etc.

Affairs of Kolkata DD Kendra

1093. SHRI TARINI KANTA ROY: Will the Minister of INFORMATION AND BROADCASTING be pleased to refer to the answer to Unstarred Question 1591 given in Rajya Sabha on the 4th August, 2003 and state:

(a) whether the dues pertaining to sponsors of programmes "Aajke" and "Mukho Mukhi" have been realised; and

(b) the action taken against the official responsible for the loss?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Prasar Bharati have informed that there are no principal dues of the programme "Aajke". However, an amount of Rs. 1,10,92,320/- is still outstanding in respect of the programme "Mukho Mukhi". As the matter is *sub-judice,* the recovery of the above amount and other actions will depend upon the outcome of the court case pending in the Kolkata High Court.

Promotion of entertainment industry

†1094. SHRI MY MYSUREDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether India's performance at international festivals and musical events has been disappointing in the recent past;

(b) if so, whether Government propose to create a Council to promote country's entertainment industry; and

(c) the other measures Government propose to take to project India's cultures abroad through country's entertainment industry?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) The Film Industry in India is in the private sector and the Government does not maintain arjy statistics in this regard. However, Directorate of Film Festivals under this Ministry participates with Indian Panorama films in various International Film Festivals and also organizes several film expositions and special film festivals in various countries to project India's culture.